

# CORPORATION MEETING MINUTES || 7 25 23

## Regular Meeting

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- The Board called meeting to order at 12:00 PM
- No public comment
- Motion to approve minutes for June 27, 2023 Board Meeting
  - Approved by Bill Wiktor, seconded by Jay Stoyles; motion carries unanimously
- President's Report, Joe Ward
  - Joe Scheper, Corporate Director Finance & Business Support ASM, provided a financial update
    - Joe S provided a monthly highlight update on revenues and expenses
    - June trended in the right direction
    - Rolling forecast better than budget
    - Event activity picked up, but the load was light
    - Expenses have been tightened; the building is operating better than budget
    - Joe W commented on rolling forecast; data is helping manage the process
  - Bill Von Bank, Vice President of Marketing & Communications, provided a marketing update
    - Midwest Living article featured 'Best Things To Do in Rochester'
    - Several large conventions are back in Rochester and have a large financial impact on businesses
    - A walking tour was hosted with Rochester Trolley Company and local partners as well as a bus tour
    - Experience Rochester partnered with the City for a young leaders hosting event
    - Riverfront activation will be on Thursdays; an event in collaboration with local partners for three weeks will be held
    - Joe W commented on programming

- Bill Von Bank, Vice President of Marketing & Communications, provided a sales update
  - MCC revenue was 141% booked over budget
  - Hotel room nights were 104% over budget
  - Sales and Marketing are working on integrated campaigns
  - Experience Rochester is hosting Coffee Connection and inviting local partners
  - Jay S commented on the event
  - Joe W commented on booking and contracting events
- Bucky Dame, Interim General Manager, provided an operational update
  - Bucky gave a live entertainment update
  - Bucky is keeping relationships moving forward
  - The calendar is busy this fall; 18 live events are currently on sale
  - Bucky gave organizational updates; regrouping operations
  - Staff is working on cost containment and mitigating expenses, with customer first still in mind, as well as revamping revenue with Sales Managers
  - Labor curbing is also happening
  - Bill W asked about production staff
  - Joe W commented on staff
- Jeana Kunkel, Food + Beverage General Manager, provided a food and beverage update
  - Food + Beverage hosted an event showcasing new concessions along with new items
  - A successful pre-event was held on the Plaza before a concert
  - Joe W commented on the success of the pre-event
  - Local breweries and wineries will be at free concerts selling their product as well as local food trucks
  - 6,500 meals were served at an annual youth event
- Joe Ward provided an organizational update
  - Joe attended Destinations International and spoke of the tourism and travel conference
  - Tourism and travel are back to normal; a small recession is expected
    - More corporate travel is expected moving forward with a steady incline

- There has been a deficit in international travel
  - Artificial Intelligence has been a popular tool for travel planning
  - Bill V provided information on AI and using it to edit blogs
  - The podcast has used AI on the portal
  - Joe reported that room occupancy was up 8.9%, average daily room rate up 1.8%, revenue per up 10.9% all with 2.2% fewer rooms in the market and there are 6.5% more rooms sold
  - Meeting adjourned 12:59 PM, approved by Jay Stoyles, seconded by Bill Wiktor; motion carries unanimously
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